

pma

# fresh



## 2015 MEDIA KIT





## **Engaged Audience & Global Reach. Delivering *Your* Message.**

With four engaging issues per year, *fresh* mails to nearly 5,000 fresh produce and floral professionals, and is delivered digitally to more than 19,000 individuals—including 95 of the top 225 retailers and more than 3,000 PMA member companies representing all segments of the global supply chain.

## **Features that Matter to Growing *Your* Business.**

*fresh* magazine will continue to offer the latest in produce and floral that helps to keep you informed and inspired about the ever changing produce and floral landscape. Dedicated sections that reflect the industry voices on:

- Floral
- Science & technology
- Global expansion
- Industry talent
- Highlights from industry gatherings like Fresh Summit, Foodservice and more.



# 2015 *fresh* Editorial Calendar

**January 26**

## **Talent as a Competitive Advantage**

Highlights include:

- Lessons from CPG companies attracting talent
- Tech entrepreneurs changing the face of produce
- Industry talent survey wrap up
- Opportunities with the growth of floral
- Fresh Summit wrap up and what's next for the industry
- What FSMA means for you

**July 1**

## **What Industry Leaders Are Talking About Now**

Highlights include:

- The outlook on produce consumption
- Sneak peak at Foodservice Conference 2015
- Lessons from the retail community
- Review of Fresh Connections: Australia-New Zealand
- The future of food safety
- Highlights from Women's Fresh Perspectives Conference
- Lessons from 'eat brighter!™'

**April 6**

## **Technology Placing You Ahead of the Game**

Highlights include:

- Disruptive technologies changing the industry, including:
  - Food safety & detection
  - Data science
  - Big data
  - Agriculture resources like water and energy
- A conversation with industry game changers
- Women leaders changing the face of technology
- Highlights from Executive Leadership Symposium

**September 25**

## **Top Produce Trends**

Highlights include:

- Fresh Summit preview & new products highlights
- Top trends to watch: a look ahead at the markets, ideas and opportunities for 2015
- Foodservice in review
- Fresh Connections updates in Brazil and Southern Africa
- Highlights from High Performance Management Conference



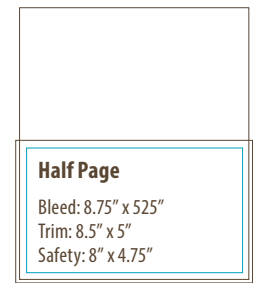
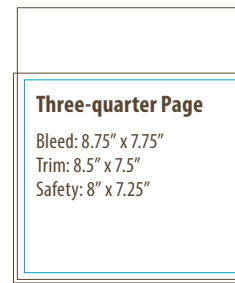
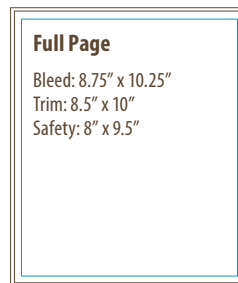
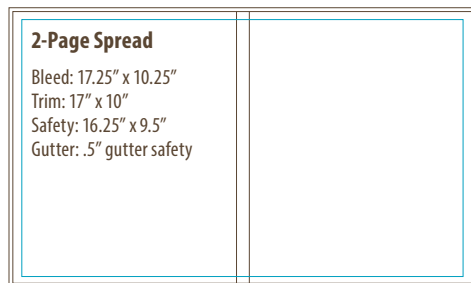
| Publication Date                    |                                                                             | Editorial Features                                                 | Special Advertising Sections                            | Bonus Distribution                                                                                                                                                                                   | Other Events                                       |
|-------------------------------------|-----------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| <b>January 26</b><br>(Digital Only) | <i>Ad Space Close</i><br>January 5<br><i>Materials Due</i><br>January 7     | Talent as a Competitive Advantage                                  | Impact Award Winners<br><br>Floral Marketer of the Year | N/A                                                                                                                                                                                                  |                                                    |
| <b>April 6</b>                      | <i>Ad Space Close</i><br>March 9<br><i>Materials Due</i><br>March 11        | Disruptive Technologies Changing the Industry                      | Women Leaders Changing the Face of Technology           | PMA Foundation Women's Fresh Perspectives Conference<br><br>PMA Fresh Connections: The Netherlands<br><br>PMA Fresh Connections: Mexico<br><br>PMA Fresh Connections: A-NZ<br><br>PMA Tech Knowledge | APAS Show: Brazil (PMA Booth)<br><br>CPS Symposium |
| <div> </div>                        |                                                                             |                                                                    |                                                         |                                                                                                                                                                                                      |                                                    |
| <b>July 1</b>                       | <i>Ad Space Close</i><br>June 3<br><i>Materials Due</i><br>June 5           | Foodservice Conference Preview<br><br>Lessons from 'eat brighter!' | Foodservice Conference New Products                     | PMA Foodservice Conference & Expo<br><br>PMA Fresh Connections: Southern Africa<br><br>PMA Fresh Connections: Brazil<br><br>High Performance Management Conference                                   | Asia Fruit Logistica: Hong Kong (PMA Booth)        |
| <div> </div>                        |                                                                             |                                                                    |                                                         |                                                                                                                                                                                                      |                                                    |
| <b>September 25</b>                 | <i>Ad Space Close</i><br>September 4<br><i>Materials Due</i><br>September 8 | Fresh Summit Preview<br><br>Top Trends to Watch in Produce         | Fresh Summit New Products                               | PMA Fresh Summit Convention & Expo<br><br>PMA Fruittrade Latin America                                                                                                                               | PMA Booth/Center at Fresh Summit                   |

All dates & topics are subject to change without notice. Check [pma.com](http://pma.com) for updates.

# 2015 Rate Card

| Advertising – Print Advertising                       |  | Frequency |          |          |
|-------------------------------------------------------|--|-----------|----------|----------|
|                                                       |  | 1x        | 2x (10%) | 3x (25%) |
| 2-Page Spread                                         |  | \$7,000   |          |          |
| Full Page Inside Cover (Opposite Contents)            |  | \$4,300   | \$3,870  | \$3,225  |
| Inside Back Cover (Opposite Last Word/By the Numbers) |  | \$4,300   | \$3,870  | \$3,225  |
| Three-Quarter Page Back Cover                         |  | \$4,500   | \$4,050  | \$3,375  |
| Full Page (Opposite Letter from Editor)               |  | \$4,000   | \$3,600  | \$3,000  |
| Full Page (Opposite Masthead)                         |  | \$4,000   | \$3,600  | \$3,000  |
| Full Page Interior                                    |  | \$3,700   | \$3,330  | \$2,775  |
| Half Page Interior (Horizontal)                       |  | \$2,500   | \$2,250  | \$1,875  |

| Advertising – <i>fresh</i> Digital Version (January only) |         |                          |         |
|-----------------------------------------------------------|---------|--------------------------|---------|
| 2-Page Spread                                             | \$3,600 | Half Page Interior       | \$1,100 |
| Full Page Inside Cover (Front)                            | \$2,150 | Three-Quarter Page Cover | \$2,300 |
| Full Page Inside Cover (Back)                             | \$2,150 | Floral Half Page         | \$750   |
| Full Page Interior                                        | \$1,900 | Floral Full Page         | \$1,300 |



## Additional Options

Inserts and special options: Inserts, gatefolds, magazine wraps, cover tip ons? Please contact PMA's Business Development Team – we can work with you to tailor a special opportunity for visibility.

## More Added Value for You. Special Discounts:

### 10% New PMA Member Discount:

For new PMA members, a cost-effective way to launch or promote your brand.

### 10% New Exhibitor Discount:

For new exhibitors of PMA events, a cost-effective way to increase visibility for your brand and promote your products or services.

### 10% Gold Circle Discount:

For PMA Gold Circle contributors, in recognition of your strong support of critical food safety research, training and outreach.

### 25% Floral Discount:

For members of the floral industry

### 10% Agency Discount:

For advertising agencies



## **Get a *fresh* Start in 2015... Reserve Your *fresh* Advertising Today!**

**For more information, or to place an ad, contact:**

Robyn Florio,  
PMA Business Development  
+1 (302) 607-2152  
rflorio@pma.com

### **Leading Brands Advertise with PMA**

RockTenn

Rainier Fruit Company

Sunkist Growers, Inc.

Eriez Manufacturing

Wayne T. Fellows, Inc.

Mann Packing Company

California Avocado Commission

Heat and Control, Inc.

The Rose Solution LLC

The Volm Companies

Westland Orchids & Produce Inc.

Sabert Corporation

Houweling's Tomatoes

Citi Bank

Product Protector, LLC

Well-Pict

# What advertisers and readers are saying about *fresh*

**“PMA’s *fresh* magazine’s concise format is a great vehicle for Rainier Fruit to communicate with industry decision makers.”**

— Suzanne Wolters, Director of Marketing, Rainier Fruit

**“*fresh* Magazine is a cost-effective way to reach the global fresh produce community.”**

— Gina Nucci, Director of Healthy Culinary Innovation, Mann Packing Company

**“Advertising in *fresh* magazine has been a great investment for us. It lets us get our message out to our customers and the PMA community, not only at the annual shows and events, but all year round.”**

— Jim Grabowski, Well Pict Berries

